

2013 California Dietary Practices Survey

Table 53: Frequency of Grocery Shopping by California Adults

How many times per week or month do you usually shop in a grocery store or supermarket?

	Percent Grocery Shopping			
	<2 Times/Month	2 Times/Month	3-4 Times/Month	>1 Time/Week
Total	5.2	12.5	29.1	53.3
<i>Sex</i>				
Male	4.7	11.1	23.3	61.0
Female	5.7	13.9	34.7	45.8
<i>Age</i>				
18 - 24	5.6	14.8	18.9	60.7
25 - 34	3.6	16.2	32.0	48.2
35 - 50	6.3	10.8	31.2	51.6
51 - 64	5.6	11.1	29.8	53.5
65+	4.1	10.2	28.4	57.3
<i>Ethnicity</i>				
White	4.7	11.8	25.8	57.8
Hispanic	3.2	11.3	37.7	47.8
Black	9.3	17.2	26.6	46.9
Asian/Other	8.8	13.5	26.3	51.4
<i>Education</i>				
Less than High School	8.8	13.6	34.1	43.5
High School Graduate	8.1	13.9	28.2	49.8
Some College	3.6	14.5	30.7	51.2
College Graduate	1.4	8.2	25.3	65.1
<i>Income</i>				
Less than \$15,000	8.2	17.0	29.6	45.2
\$15,000 - 24,999	4.7	10.6	35.4	49.3
\$25,000 - 34,999	5.0	13.2	26.5	55.4
\$35,000 - 49,999	3.7	15.5	25.4	55.4
\$50,000+	1.0	4.5	26.1	68.4
<i>Overweight Status</i>				
Overweight/Obese	5.5	12.6	29.0	52.9
Not Overweight	5.2	12.7	27.4	54.7
<i>Physically Active</i>				
Met Aerobic Recommendation	5.1	12.5	29.9	52.5
Did Not Meet Aerobic Recommendation	5.5	13.2	26.5	54.8
<i>SNAP/CalFresh Status, % FPL</i>				
Participant	6.8	15.4	29.6	48.3
Likely Eligible, ≤ 130%	7.4	11.9	31.6	49.1
Not Eligible, > 185%	1.3	7.5	26.5	64.7

N=1505

Rows may not add up to 100 percent due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

*** p<.001

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Table 54: Awareness of Nutrition Information in the Produce Section

Base: Out of adults who grocery shop two or more times per month

In the last 12 months, in the grocery store produce section, have you seen any banner, posters, pamphlets, shelf signs, or special recipes, about the amount of fruits and vegetables you should eat for better health?

How often do you read the information and take it home with you?

	Percent	
	Seeing Promotional Items	Taking the Information Home ¹
Total	22.1	54.7
Sex		
Male	19.1 **	47.2 *
Female	25.1	60.1
Age		
18 - 24	20.8	44.6
25 - 34	20.1	62.3
35 - 50	23.1	52.5
51 - 64	24.9	54.6
65+	20.9	58.9
Ethnicity		
White	20.9	50.1
Hispanic	22.8	58.8
Black	24.4	56.5
Asian/Other	25.1	66.6
Education		
Less than High School	19.7	72.1 *
High School Graduate	22.1	56.0
Some College	20.4	54.0
College Graduate	25.6	45.2
Income		
Less than \$15,000	22.6	60.6 *
\$15,000 - 24,999	23.9	63.5
\$25,000 - 34,999	31.2	37.8
\$35,000 - 49,999	20.6	65.8
\$50,000+	17.9	44.2
Overweight Status		
Overweight/Obese	21.1	55.1
Not Overweight	23.7	52.0
Physically Active		
Met Aerobic Recommendation	24.7 ***	57.4
Did Not Meet Aerobic Recommendation	16.7	51.4
SNAP/CalFresh Status, % FPL		
Participant	23.5	58.9
Likely Eligible, ≤ 130%	22.7	61.9
Not Eligible, > 185%	19.0	47.2

N=1459; 347

¹ Those reporting often or sometimes

Gray cells indicate a sample size of less than 50 and do not meet the criteria for statistical reliability.

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Chi Square Test

* p<.05

*** p<.001

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Table 55: Reported Produce Purchasing from a Farmers' Market

During the summer, how much of your fruit and vegetables do you buy from a farmers' market or farm stand?

	Percent Reporting		
	A Little or None	About Half	Almost All or Most
Total	76.8	13.0	10.2
<i>Sex</i>			
Male	79.1	12.3	8.6
Female	74.5	13.6	11.8
<i>Age</i>			
18 - 24	73.9	16.9	9.2
25 - 34	77.3	16.6	6.2
35 - 50	77.9	9.4	12.7
51 - 64	78.8	12.8	8.4
65+	73.7	12.5	13.8
<i>Ethnicity</i>			
White	75.5	13.3	11.1
Hispanic	76.7	13.4	9.9
Black	80.2	11.6	8.2
Asian/Other	80.4	11.2	8.4
<i>Education</i>			
Less than High School	80.1	11.1	8.8
High School Graduate	81.7	10.7	7.6
Some College	75.2	14.1	10.7
College Graduate	70.9	15.5	13.5
<i>Income</i>			
Less than \$15,000	82.8	8.5	8.7
\$15,000 - 24,999	69.9	16.9	13.3
\$25,000 - 34,999	68.9	17.7	13.4
\$35,000 - 49,999	79.3	9.8	10.9
\$50,000+	74.0	17.9	8.1
<i>Overweight Status</i>			
Overweight/Obese	79.6	11.3	9.1
Not Overweight	72.9	14.9	12.2
<i>Physically Active</i>			
Met Aerobic Recommendation	73.3	14.8	11.9
Did Not Meet Aerobic Recommendation	82.6	9.2	8.2
<i>SNAP/CalFresh Status, % FPL</i>			
Participant	78.4	11.5	10.1
Likely Eligible, ≤ 130%	77.4	10.5	12.1
Not Eligible, > 185%	71.0	19.1	9.8

N=1497

Rows may not add up to 100 percent due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

** p<.01

*** p<.001

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Table 56: Type of Store Where Groceries and Produce are Purchased Most Often

Excluding fruits and vegetables, in what type of store do you usually buy most of your groceries?
In what type of store do you usually buy most of your fruit and vegetables?

	Percent Purchasing Most Groceries at...			Percent Purchasing Most Produce at...			
	Large Supermarket or Grocery Store	Warehouse or Superstore	Small Market	Large Supermarket or Grocery Store	Small Market	Fruit & Vegetable Stand or Farmers' Market	Other ¹
Total	56.3	9.7	8.4	52.9	9.0	4.4	33.7
Sex							
Male	49.5	8.1	5.6	47.1	7.4	2.7	42.8
Female	62.9	11.3	11.0	58.4	10.6	6.1	24.9
Age							
18 - 24	36.3	10.9	5.7	33.2	7.4	1.8	57.6
25 - 34	58.0	10.2	11.0	60.7	8.9	2.9	27.5
35 - 50	62.5	8.8	7.5	57.0	9.7	4.9	28.4
51 - 64	57.2	10.9	8.0	53.6	8.7	5.4	32.4
65+	57.1	8.5	9.5	49.5	9.7	6.8	33.9
Ethnicity							
White	56.0	10.1	9.2	51.2	10.4	6.2	32.2
Hispanic	55.9	9.8	7.6	56.3	8.4	1.4	33.9
Black	60.5	7.8	7.2	54.6	8.2	1.9	35.3
Asian/Other	51.3	10.2	7.3	49.2	2.5	6.8	41.6
Education							
Less than High School	58.2	7.8	7.4	56.9	6.4	0.9	35.8
High School Graduate	54.2	10.6	5.9	52.6	6.5	1.3	39.6
Some College	56.6	13.0	8.0	53.4	11.1	6.0	29.5
College Graduate	56.9	6.7	12.0	50.1	11.3	8.4	30.2
Income							
Less than \$15,000	59.3	11.0	10.4	57.7	8.3	3.4	30.6
\$15,000 - 24,999	55.5	10.6	6.4	53.3	8.0	5.0	33.8
\$25,000 - 34,999	58.2	12.0	3.9	51.0	9.2	7.8	32.0
\$35,000 - 49,999	61.7	5.0	7.3	55.6	12.7	2.4	29.3
\$50,000+	50.4	7.6	10.0	43.8	10.7	6.3	39.3
Overweight Status							
Overweight/Obese	57.2	8.7	7.0	53.2	8.6	3.4	34.8
Not Overweight	56.3	10.7	10.2	53.4	8.9	7.0	30.7
Physically Active							
Met Aerobic Recommendation	58.5	10.0	8.4	54.3	9.6	5.0	31.1
Did Not Meet Aerobic Recommendation	52.4	9.4	8.6	50.4	8.5	3.6	37.5
SNAP/CalFresh Status, % FPL							
Participant	59.0	10.7	7.8	57.5	6.8	4.5	31.2
Likely Eligible, ≤ 130%	55.9	5.8	10.5	49.6	11.4	3.4	35.7
Not Eligible, > 185%	53.7	8.2	10.5	44.7	14.2	6.1	35.0

N=1505; 1505

¹ Other includes a warehouse or superstore, corner market, co-op, dollar store, and community supported agriculture (CSA).

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Chi Square Test

* p<.05

** p<.01

*** p<.001